Sean Sewell

Staff Product Designer

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EDUCATION

Huntington University
BS Management

PROGRAMS & TOOLS

Figma
Adobe Illustrator
Adobe Photoshop
Invision
Zenhub
Asana
Linear
Confluence
Notion
Shopify
WordPress

SKILLS

Product Design
Visual Design
User-Centered Design
User Experience
Usability Testing
User Research
Prototyping
Wireframing
Design Thinking
Design Systems
Information Architecture
HTML/CSS
Front-End Development
Public Speaking
Cross-Team Collaboration

SUMMARY

Creative Product Designer with 10 years of experience translating complex ideas into user-friendly, visually appealing, and accessible designs. Committed to creating experiences that users obsess over and drive business growth.

EXPERIENCE

PrizePicks   10.2023 - Current

Staff Product Designer

Design lead on the Core Experience team, responsible for key iOS and Android features used by millions of active users. Spearheaded the creation of the PrizePicks design system. Defined primitive, semantic, and contextual tokens which helped streamline design and development and ensured visual consistency across the app.

In September 2025, Allwyn purchased 62.3% stake in PrizePicks for an expected cash consideration of $1.6 billion, implying an upfront enterprise value of $2.5 billion up to a potential value of $4.15 billion.

ComplYant App   03.2023 - 09.2023

Senior Product Designer | Design System Lead

Designed a system in Figma from the ground up that includes over 350 customizable components. Wrote usage documentation for every component. Developed a design system maturity scale and governance process. Advocated for design system standards across all teams. Regularly met with designers to discuss new component initiatives.

Oddball (VA.gov Contract)   10.2021 - 03.2023

Senior User Experience Designer

Performed experience and accessibility audits on VA.gov. Designed system components and managed design system documentation website (design.va.gov). Led monthly new designer onboarding sessions along with weekly design system open office hours. Sat on a governance panel that reviewed product features before they were deployed onto VA.gov. Helped launch over 50 digital service features that thousands of veterans interact with on a daily basis.

Rapptr Labs   05.2021 - 10.2021

Senior Product Designer (Freelance)

Designed web and mobile apps for clients including Realtor.com, Amen Clinics, and Grace Hypnosis. Conducted user research, including interviews, surveys, concept testing, and usability studies. Created user journeys, wireframes, and prototypes. Created a Sketch e-commerce design system template for agency designers to use that reduced the amount of time it took to set up new design projects, improved overall design efficiency, and sped up design workflow. Collaborated with product managers and engineers to ensure business and technical needs were met while maintaining a strong focus on the user experience. Worked with project managers and other team members in an agile format to write, groom, and size backlog issue tickets for future work initiatives.

eHouse Studio   04.2020 - 07.2021

Senior User Experience Designer

Designed e-commerce websites for large retail brands including Penn Fishing, Abu Garcia, Berkley, UMZU, Bobo's, Saint Haven, and Artistic Tile. Conducted interviews, surveys, and usability studies. Created user journeys, wireframes, and prototypes. Collaborated with product managers and engineers at all phases to ensure product completion and success.

Abercrombie and Fitch   10.2019 - 04.2020

Senior Product Designer

Led several design initiatives for Abercrombie's iOS and Android mobile app including the shopping cart and checkout experience, gift with purchase, product slider, and rewards. Led a menu navigation research study that resulted in a menu navigation re-design for A&F, A&F Kids, and Hollister web experiences. This effort exposed high-performing categories earlier in the sales funnel resulting in faster buying decisions, a decrease in bounce rate, and an increase in sales for must-win products.

Charley Grey   04.2015 - 09.2019

User Experience Designer

Owned the entire design and development process for client websites. Managed all aspects of the design process including leading client creative workshops, research, wireframing, prototyping, and high-fidelity designs. Managed all aspects of the development process including domain and site migrations, testing environment setup, website development in WordPress, plugin installations and maintenance, on-page SEO, hosting setup and file management, and performance tracking monitoring. Planned, executed, & managed digital marketing campaigns, tracked & analyzed results, and leveraged insights to refine strategies for future digital marketing efforts. Communicated directly with clients throughout the entire process of their website design and build. Led the implementation of agile ceremonies into the agency's project management workflow. Agile ceremonies introduced included sprint planning, daily stand-ups, and sprint retrospectives. Wrote internal process documentation. Worked alongside the owner of the agency to brainstorm, develop, and improve client acquisition strategies. Interviewed potential designers, developers, content writers, and SEO specialists. Represented the agency by attending and speaking at tech conferences and marketing events